

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #442680
M. Gandulla
MOUNTAIN CANDY

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Mark:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **135** SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. *(This includes 30 Displays to be shipped to identified WAM accounts)* All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
9	Winston Filter Box	12300-24876
9	Winston Light Box	12300-22772

PO #120897

Product / Premium Arrival: **December 8, 1997**

Ship Date to Retail: **Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE: **0.8260**

SKU WT (w/o Product): **1.5000 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$4,928.07**

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-2-

.70¢ 2-Pack Tear Tape
MOUNTAIN CANDY

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$252.00 (9 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: J. McLean
L. E. MacWilliams

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JAN70CWN.DOC

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WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
133005	133030	578939	PLAZA TOBACCO	WINDMERE AVENUE	GREENWOOD LAKE	NY	10925	1				(914) 477-0479
133005	133030	051215	GUPTA GROCERY CO.	RT 208 STONEGATE	MONROE	NY	10950	1		2757-1100	943175	(914) 782-7810
133005	133030	659479	DAILY STOP INC	168 JERSEY AVE	PORT JERVIS	NY	12771	1				(914) 856-1505
133005	133030	660610	JASON-DOBB'S	EAST MAIN ST	PORT JERVIS	NY	12771	1			962035	(914) 856-2486
133005	133030	693284	PINE ISLAND FOOD CT	RR 3 BOX 3	GOSHEN	NY	10924	1				(914) 258-4287
133005	133030	050008	WALLACE MOBIL	413 N MAIN ST	MONROE	NY	10950	1	NYS	2358-0000		(914) 783-0264
162204	162233	575577	GETTY MART	91 W MAIN ST	HANCOCK	NY	13783	4			947259	(607) 637-4943
162204	162226	724724	MONSTER MART	2965 NYST RT 26	GLEN AUBREY	NY	13777	1			977264	(607) 862-3038
162204	162226	743920	MAIN STREET BP	77 MAIN ST	BINGHAMTON	NY	13905	1				(607) 724-4271
162206	162234	728531	RAINBOW FUELS & OIL	T/A THE PITT STOP	COOPERSTOWN	NY	13326	1				(607) 547-9572
162210		762745	NK MART	OLD ROUTE 17	ROSCOE	NY	12776	1				(607) 498-4941
162210		179183	MILLERS SHOPPING CT	RR 1 BOX 364	BLOOMINGBURG	NY	12721	1			907154	(914) 733-1563
162210		654791	MONTICELLO QUICK LU	RT. 42	MONTICELLO	NY	12701	1				(914) 791-7301
162210		721883	THE ITALIAN DELI	123A RACEWAY RD	MONTICELLO	NY	12701	1			969568	(914) 794-1850
162210		769439	COCO'S MARKET	THE BUY WAY	WOODRIDGE	NY	12789	1			913350	(914) 434-2881
162210	162227	178199	OEKERS STORE	PO BOX 74 ROUTE 9	BARRVILLE	NY	12719	1			906099	(914) 557-6044
162210	162227	580163	SUNRISE STORE DBA	SUNRISE STORE	SLATE HILL	NY	10973	1			954644	(914) 355-2829
162210	162227	580170	WOODRIDGE SUPERMKT	MAIN STREET	WOODRIDGE	NY	12789	1				(914) 434-7788
162210	162227	586029	RACEWAY EXXON	167 JEFFERSON ST	MONTICELLO	NY	12701	1			919464	(914) 794-4050
162210		590577	STEVE'S	KIRK ROAD	NARROWSBURG	NY	12764	1			952150	(914) 252-3200
162210	162233	654303	ULTRA POWER CORP	MAIN ST. & ROCK A	LIVINGSTON MAN	NY	12758	1				(914) 439-5251
162210	162227	674467	KOLI ENTERPRISES	425 MAIN ST	SOUTH FALLSBUR	NY	12779	1			965038	(914) 434-7825
162210	162227	674468	U-P WOODBOURNE	RT. 42 & 52	WOODBOURNE	NY	12788	1			964809	(914) 434-7072
162210		675062	ULTRA POWER MONTICE	RACEWAY RD & JEFF	MONTICELLO	NY	12701	1				(914) 794-1802
162210		675064	MOBIL MINI MART	KHOTIAR CORP.	COHECTON	NY	12726	1			964932	(914) 932-8686
162210	162227	678964	A&K DELI MART	210 WICKHAM AVE	MIDDLETOWN	NY	10940	1			970285	(914) 342-8866
162210	162227	680554	MIDDLETOWN TEKACO M	DOLSEN AVE & DOLS	MIDDLETOWN	NY	10940	1				(914) 342-7006
162210	162227	688444	PRIME GAS & REPAIR	106 S MAIN ST	ELLENVILLE	NY	12428	1				(914) 647-3025
162210	162227	688672	STAR MARKET LLC	RT 17N M&M RD	MIDDLETOWN	NY	10940	1			967042	(914) 361-5113
162210	162227	688860	R&S INCORPORATED	P.O. BOX #2	BULLVILLE	NY	10915	4				(914) 361-0883
162210	162227	691930	FINE MART, INC.	RT. 42	KIAMESHA LAKE	NY	12751	1				(914) 796-1133
162210	162234	698971	ROXBURY CONV STORE	MAIN STREET	ROXBURY	NY	12474	1				(607) 326-7133
162210	162327	703094	A&T PETROLEUM	PO BOX 1103	PINE BUSH	NY	12566	1			964510	(914) 744-5182
162210	162227	723846	GILL MART	76 E MAIN ST	MIDDLETOWN	NY	10940	1				(914) 344-0192
162210	162227	732078	MOBIL FOOD MART	RT 17K	BULLVILLE	NY	10915	1				(914) 361-3919
162210		732088	Z.S.&S CORP.	150 BROADWAY	MONTICELLO	NY	12701	1				(914) 794-2127
162210	162227	737910	RALPH'S	259 E MAIN ST	MIDDLETOWN	NY	10940	1			981142	
162210		748865	SONNY'S MOBIL MART	SHIVANI CORP	MONTICELLO	NY	12701	1				(914) 796-1052
162210		765912	CITGO QUICK STOP	ROUTE 53 COUNTY R	LOCH SHELDRAKE	NY	12759	1				(914) 434-5957
162210	162227	769971	SHORT STOP STORE IN	480 E MAIN ST	MIDDLETOWN	NY	10940	1				(914) 343-6062
162210	162227	895203	FAIR OAKS S/S INC.	ROUTE 17M-BROWN R	MIDDLETOWN	NY	10940	1			925586	(914) 361-4466
162210	162233	569076	TIGERS DEN EXXON	ROUTE 52	LIBERTY	NY	12754	1			922062	(914) 292-2413

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+ 30 Displays for
 WAM Accts

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WHOLESALE : 442680 MOUNTAIN CANDY & CIG. CO., INC <DIRECT>
 TEMPLATE : 800008 80100 WIN JAN .70/2 NO
 TEMPLATE SEQ : 0022
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210	162227	250219	JOE ROTAS	288 BROADWAY	MONTICELLO	NY	12701	1			927038	(914)794-4460
162210	162227	386605	CABRERA'S AUTO REPA	ROUTE 42 NORTH	MONTICELLO	NY	12701	1			941617	(914)794-8421
162210	162233	388703	52 PICK-UP	6363 STATE ROUTE	LIBERTY	NY	12754	1			928895	(914)292-1655
162210	162227	443887	S&O MINI MART	361 BROADWAY	MONTICELLO	NY	12701	2				(914)791-5142
162210	162227	458081	AMI PETRO, INC.	700 ROUTE 211 E	MIDDLETOWN	NY	10940	2				(914)692-0803
162210		475191	GETTY	ROUTE 52	ELLENVILLE	NY	12428	1			946491	(914)647-6011
162210	162227	557522	WALLACE OIL CO., INC	471 NORTH ST	MIDDLETOWN	NY	10940	1	NYS	2358-0000	960245	(914)342-6799
162210	162227	179216	DOLSON MOBIL	DOLSON ROUTE 17	MIDDLETOWN	NY	10940	1	NYS	2358-0000		(914)342-0135
162210	162227	191649	WALLY MART SUNOCO	FAIRLAWN AVE & RT	MIDDLETOWN	NY	10940	1	NYS	2358-0000	956946	(914)342-0135
162210	162227	209401	WILSON FIELD MOBIL	DOLSON AVENUE	MIDDLETOWN	NY	10940	1	NYS	2358-0000	442680	(914)342-4224
162303	162324	739081	A&S MART INC.	2501 ALBANY ST	SCHENECTADY	NY	12304	1				(518)382-0832
162304	162322	643303	SPI INSTAMART	699 N PEARL ST	ALBANY	NY	12204	2				(518)449-3110
162304		769156	VINDI'S PETROLEUM	607 BROADWAY	WATERVLIET	NY	12189	1				(518)273-6143
162305		686766	CLARKSVILLE MINI MT	2055 DELAWARE TUR	CLARKSVILLE	NY	12041	1			980110	(518)768-2701
162305	162327	486928	BROADWAY GROCERS	702 AB BROADWAY	KINGSTON	NY	12401	6			963645	(914)338-7275
162305	162326	767885	JANES VARIETY 11	149 2ND AVE	ALBANY	NY	12202	1				(518)449-2421
162306	162326	176859	HILLSDALE SUPER	ROUTE 23	HILLSDALE	NY	12529	3			963165	(518)325-4341
162306		695822	MILAN COUNTRY STORE	RR 2 BOX 270	RED HOOK	NY	12571	1				(914)758-5664
162306		715467	CITGO MILLERTON	RR 44 EAST	MILLERTON	NY	12546	1				(518)789-9620
162306	162328	178618	HWANG CORP	RR 3 BOX 490A	RED HOOK	NY	12571	2			949461	(914)758-6165
162306	162327	620264	CITGO GUJAR	RT. 32 & MADELINE	ROSENDALE	NY	12472	1			956268	(914)658-3708
162306	162327	651694	CITGO STONE RIDGE	3492 MAIN ST.	STONE RIDGE	NY	12484	1			960971	(914)687-0339
162306		693696	PINE GAS	RT 199 BOX 421	PINE PLAINS	NY	12567	1				(518)398-6519
162307	162330	179819	CARTON GROCERY, INC	80 LAKE DR	CONGERS	NY	10920	1		2757-1100	963991	(914)268-6291
162307	162327	963875	BAXTER'S PHARMACY	24 NEW PALTZ PLZ	NEW PALTZ	NY	12561	1			951756	(914)255-3344
162307		274614	44-55 DELI	RT 44 & 55 BOX 56	HIGHLAND	NY	12528	1			944090	(914)691-9190
162307	162327	303493	MEADOW HILL MOBIL	1117 UNION AVE	NEWBURGH	NY	12550	1			481952	(914)564-4410
162307	162327	420051	GETTY GUJJAR PETRO	76 NORTH CHEST RT	NEW PALTZ	NY	12561	1				(914)255-7830
162307	162330	567488	RTW STATIONERY, INC	DBA RICHIE'S STAT	SUFFERN	NY	10901	1				(914)357-6898
162307		636230	EMAN MOUTAZI LTD	1 HOMEWOOD AVE	NEWBURGH	NY	12550	1		5474-0000		(914)567-0408
162307	162327	733040	JAMAN ENTERPRISE LT	402 ROUTE 9W	NEWBURGH	NY	12550	1		0362-0102		(914)562-4242
162307	162327	764472	RAM PETROLEUM	160 MAIN ST	NEW PALTZ	NY	12561	1				(914)255-4420
162307	162327	472372	CHILIANA E ASSOC.IN	197 N PLANK RD	NEWBURGH	NY	12550	1	NYS	0362-0102	046912	(914)561-1391
162308	162328	619804	VALUE RITE THRIFT	650 VIOLET AVE	HYDE PARK	NY	12538	3				(914)229-0438
162308		130310	ADAN INC - DBA GETT	363 HOOKER AVENUE	POUGHKEEPSIE	NY	12603	1				(914)471-8464
162308	162328	659740	JULIANS DELI	RT 9G BOX 956	HYDE PARK	NY	12538	1			953281	(914)229-9829
162308	162329	701607	SHURFINE FOODS	RT.22 BOX 625	WINGDALE	NY	12594	1				(914)832-9361
162308	162328	723015	LAL PETROLEUM	RT 44 & TIMOTHY H	PLEASANT VALLE	NY	12569	1				(914)635-8423
162308	162329	729876	FOODWAY CONV	1163 ROUTE 9	WAPPINGERS FLS	NY	12590	2				(914)298-1493
162308	162329	766944	BUDDY'S SERVICE CTR	233 FREEDOM PLAIN	POUGHKEEPSIE	NY	12603	1		1449-0000	946194	(914)452-4965
162309	162329	682873	RKJ ENTERPRISE	I - 84 & RTE 52	CARMEL	NY	10512	1			965327	(914)878-2557
162309		056149	WEST HAVESTRAW MINI	16 S ROUTE 9W	HAVERSTRAW	NY	10927	1				(914)429-8304
162309		667400	WALLY MART MOBIL	RT 17	HARRIMAN	NY	10926	1				(914)774-2418

PAGE BREAK TOTAL ACCOUNTS 85 TOTAL QUANTITY 105

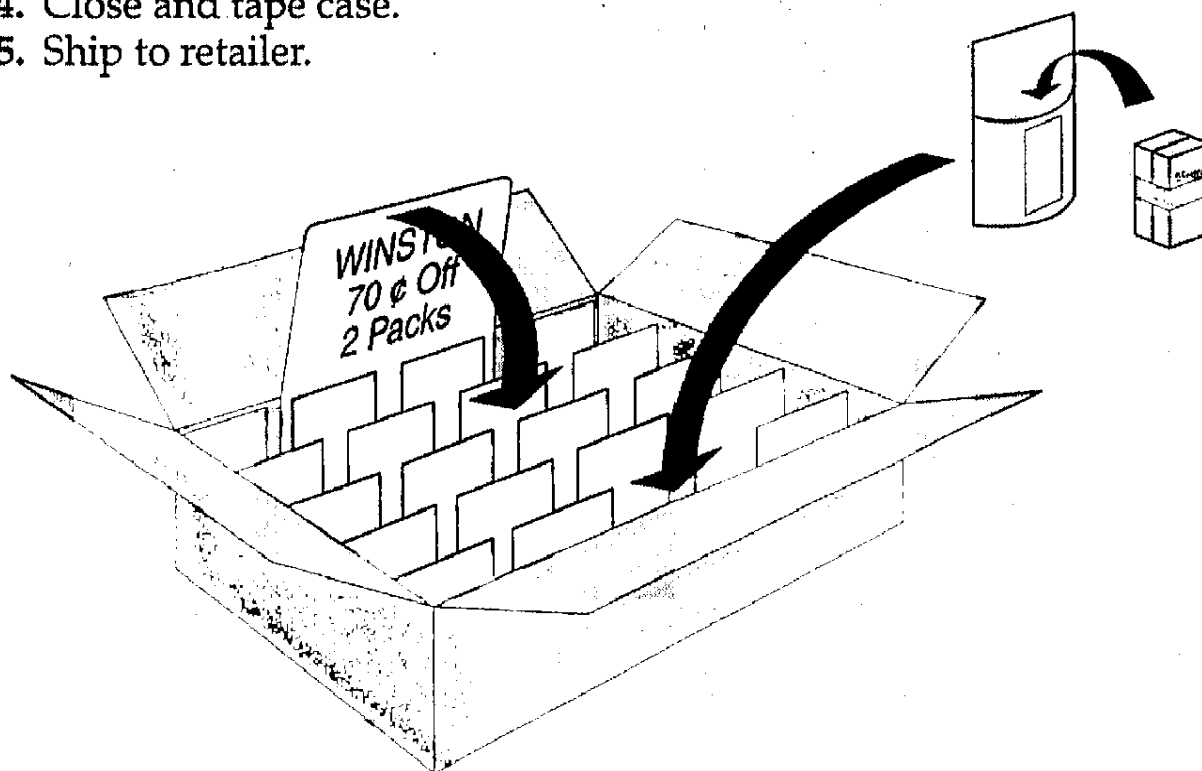
TEMPLATE TOTAL ACCOUNTS 85 TOTAL QUANTITY 105

***** END OF REPORT FOR PROMOTION 800008 *****

+ 30 WAM Displays
135

WHOLESALE PACKING INSTRUCTIONS**VALUE ADDED PROMOTIONS****1ST QTR.'98****January WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.

**Item: # 536285****Description: WINSTON .70/2 PK / POS Kit**

Brand Style	FF BOX	LT BOX				
Number of Cartons	2	2				

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